

Marlboro Country Store Ineligible Letters

1. No signature or DOB
2. No order form included
3. No check for shipping & handling
4. Check addressed incorrectly
5. Check dated incorrectly
6. Check not signed
7. Gear shipping to someone other than signatory
8. Order from the state of Kansas
9. Incorrect amount of MCS proofs
10. Order form not completed
11. Order form not signed, no DOB, no check included
12. No MCS proofs included with order
13. Excess number of MCS proofs submitted
14. Exceeded the limit of 20/5
15. Non-MCS miles submitted (other cigarette brands)
16. Consumer is under 21
17. Program expired

2041868803

Date

Name/Address

Dear Name:

We would like to thank you for your order for Marlboro Country Store gear.

Since this offer is limited to smokers 21 years of age or older, we cannot process your order without your signature and date-of-birth.

Enclosed is your original order, including all the proofs-of-purchase submitted and your check for shipping & handling. Please sign your original order form, include your date-of-birth, and re-submit your entire order ~~using the enclosed~~ label.

We recommend use of a padded mailer and checking with the Post Office to make sure the proper postage has been applied.

~~Thank you for your interest in this special offer. We appreciate your loyalty to Marlboro.~~

Cordially,

Customer Service
Marlboro Country Store

INSERT
A

THE MARLBORO COUNTRY STORE PROGRAM
1 EXPIRED ON DECEMBER 31, 1994. YOUR
PROPERLY COMPLETED ORDER MUST BE
SUBMITTED WITHIN THIRTY DAYS OF THE
DATE OF THIS LETTER. DO NOT MAIL YOUR
ORDER TO THE ADDRESS ON THE OFFICIAL
ORDER FORM. MAIL YOUR PROPERLY
COMPLETED ORDER TO:

PO BOX

2041868804

Date

Name/Address

Dear Name:

We would like to thank you for your order for Marlboro Country Store gear.

We cannot process this order because an official order form was not included.

Enclosed is your original order, including all the proofs-of-purchase submitted. Please fill out the enclosed order form, including your signature and date of birth, and return using the enclosed label.

We recommend the use of a padded mailer and checking with the Post Office to make sure the proper postage is applied.

~~Thank you for your interest in this special offer and your loyalty to Marlboro.~~

Cordially,

Customer Service
Marlboro Adventure Team
Country Store

2

INSERT A

2041868805

Date

Name/Address

Dear Name:

We would like to thank you for your order for Marlboro Country Store gear.

We are unable to process your order because you did not include a check to cover the cost of shipping & handling.

Enclosed is your original order, including all the proofs-of-purchase submitted. Please re-submit your order, including a check to cover shipping & handling, using the enclosed label. *ce*

We recommend the use of a padded mailer and checking with the Post Office to make sure the proper postage has been applied.

~~Thank you for your interest in this special offer. We appreciate your continued loyalty to Marlboro.~~ *ce*

Cordially,

Customer Service
Marlboro Country Store

INSERT A

Date

Name/Address

Dear Name:

We would like to thank you for your Marlboro Country Store gear order.

We are unable to process your order because your check was addressed incorrectly.

Enclosed is your original order, including all the proofs-of-purchase submitted. Please re-submit your order, including a check made out to Marlboro Country Store, ~~using the enclosed label.~~

We recommend the use of a padded mailer and checking with the Post Office to make sure the proper postage has been applied.

~~Thank you for your interest in this special offer. We appreciate your continued loyalty to Marlboro.~~

Cordially,

Customer Service
Marlboro Country Store

INSERT A

Date

Name/Address

Dear Name:

We would like to thank you for your order for Marlboro Country Store gear.

We are unable to process your order because your check was dated incorrectly.

Enclosed is your original order, including all the proofs-of-purchase submitted. Please re-submit your order, with a properly dated check, ~~using the enclosed label.~~

We recommend the use of a padded mailer and checking with the Post Office to make sure the proper postage has been applied.

~~Thank you for your interest in this special offer. We appreciate your loyalty to Marlboro.~~

Cordially,

Customer Service
Marlboro Country Store

5

INSERT A

2041868808

Date

Name/Address

Dear Name:

We would like to thank you for your order for Marlboro Country Store gear.

We are unable to process your order because your check was not signed.

Enclosed is your original order, including all the proofs-of-purchase submitted and your unsigned check. Please re-submit your order, including a signed check, ~~using the enclosed returned order label.~~

We recommend using a padded mailer and checking with the Post Office to make sure the proper postage has been applied.

~~Thank you for your interest in this special offer. We appreciate your loyalty~~
~~Marlboro.~~

Cordially,

Customer Service
Marlboro Country Store

INSERT A

Date

Name/Address

Dear Name:

We would like to thank you for your order for Marlboro Country Store gear.

Your order form indicated that the gear should be sent to someone other than yourself. Because we can only ship Marlboro Country Store Gear to smokers 21 years of age or older, we are sending this order directly to you.

Thank you for your participation in this special offer. We appreciate your loyalty to Marlboro.

Cordially,

Customer Service
Marlboro Country Store

7

ok

2041868810

Date

Name/Address

Dear Name:

We would like to thank you for your order for Marlboro Country Store gear.

Unfortunately, we are unable to process your request because Kansas state law prohibits offers of this kind in your state.

There will be special Marlboro Country Store offers available at your local retailer.

Thank you for your interest in this special offer and your continued loyalty to Marlboro.

Cordially,

Customer Service
Marlboro Country Store

8

*no longer
applicable to
marlboro continuity
programs -
Dmm 11/95*

2041868811

Date

Name/Address

Dear Name:

We would like to thank you for your order for Marlboro Country Store gear.

We are unable to process your order because you did not indicate on your order form which item(s) of gear you are ordering.

Enclosed is your original order, including all the proofs-of-purchase submitted. Please re-submit your order, with a completed order form, ~~using the enclosed label.~~ *e*

We recommend the use of a padded envelope and checking with the Post Office to make sure the proper postage has been applied.

~~Thank you for your interest in this special offer. We appreciate your loyalty to Marlboro.~~ *e*

Cordially,

Customer Service
Marlboro Country Store

10

INSERTA

2041868812

Date

Name/Address

Dear Name:

We would like to thank you for your order for Marlboro Country Store Gear.

We are returning your order because you did not sign the order form, include your date of birth or include a check to cover shipping & handling.

Enclosed is your original order, including all the proofs-of-purchase submitted. Please re-submit your order after signing the order form, including your date of birth and a check. ~~Return your order to us using the enclosed label.~~

We recommend the use of a padded mailer and checking with the Post Office to make sure the proper postage is applied.

~~Thank you for your interest in this special offer and your loyalty to Marlboro.~~

Cordially,

Customer Service
Marlboro Country Store

11

INSERT A

2041868813

Date

Name/Address

Dear Name:

We would like to thank you for your order for Marlboro Country Store Gear.

We are not able to process this order because there were no proofs-of-purchase included. We are returning your check and your original order form to you.

When you re-submit your order, please include the correct amount of ^{of purchase} ~~Marlboro Country Store~~ proofs required for the merchandise you are ordering.

We recommend the use of a padded mailer and checking with the Post Office to make sure the proper postage is applied.

~~Thank you for your interest in this special offer. We appreciate your continued loyalty to Marlboro.~~

Cordially,

Customer Service
Marlboro Country Store

12

INSERT A

2041868814

Date

Name/Address

*the next
~~future~~ Marlboro Country Store
Program.*

Dear Name:

We would like to thank you for your order for Marlboro Country Store gear.

You submitted an excess number of miles with your order. We are returning these miles to you for your use in ~~an additional order.~~ *(A catalog is being sent to you with your order.)*

Thank you for your interest in this special offer. We appreciate your loyalty to Marlboro.

Cordially,

Customer Service
Marlboro Country Store

Date

Name/Address

Dear Name:

We would like to thank you for your order for Marlboro Country Store gear.

This program is limited to 20 items in total per person, with a maximum of five of any one item.

Our records indicate that you have reached the allowed limitation ~~by ordering the following:~~

Number

Item

We are returning your order to you, including all the proofs-of-purchase submitted and your check for shipping & handling.

Thank you for your interest in this special offer. We appreciate your loyalty to Marlboro.

Cordially,

Customer Service
Marlboro Country Store

14

2041868816

Date

Name/Address

Dear Name:

We would like to thank you for your order for Marlboro Country Store gear.

We are returning your order because you did not submit the special Marlboro Country Store miles proof-of-purchase required for this program. These miles are available on specially marked packs of Marlboro. We do not accept proofs-of-purchase from other cigarette brands.

Enclosed is your original order, including all the non-Marlboro Country Store proofs-of-purchase submitted. Please re-submit your order, using the correct Marlboro Country Store miles proof-of-purchase, using the enclosed returned order label. ~~We will accept up to 60 Marlboro Adventure Team proofs (300 miles) per order.~~

~~Thank you for your interest in this special offer. We appreciate your loyalty to the Marlboro Brand family.~~

Cordially,

Customer Service
Marlboro Country Store

15

INSERT A

a maximum of 60
We will accept up to Marlboro Adventure
Team Proofs of Purchase (300 miles)
per order.

2041868817

Date

Name/Address

Dear Name:

We would like to thank you for your order for Marlboro Country Store gear.

This offer is limited to smokers who are 21 years of age or older. Since your order form indicates that you are under 21, we are unable to process your request.

Enclosed is your original order form, including all the proofs-of-purchase submitted and your check for shipping and handling.

Cordially,

Customer Service
Marlboro Country Store

16

2041868818

Date

Name/Address

Dear Name:

We would like to thank you for your order for Marlboro Country Store Gear.

This offer was available until December 31, 1994. Unfortunately, your order was not received by this date. Therefore, we are returning all the materials you submitted with your order including your proofs-of-purchase, postage & handling and the official order form.

Thank you for your interest in this special offer and your loyalty to Marlboro.

Cordially,

Customer Service
Marlboro Country Store

17

postmarked after
you may use the proofs of purchase
in the 1995 Marlboro Country Store Program coming soon.

*check order form -
rec'd by ? postmarked by ?*

2041868819